# Fresh Beats Project Report

REPORT DATE	COMPANY NAME	PREPARED BY
08/28/2024	Fresh Beats	Griffin

#### **EXECUTIVE SUMMARY**

Fresh Beats is a vibrant online platform reshaping the music landscape by offering streaming services while spotlighting emerging artists. This report highlights the platform's effectiveness in artist promotion, user engagement, conversion rates, and genre-specific performance.

Our analysis focused on five key genres: electronic, hip-hop, indie, pop, and rock. Among these, indie music consistently attracted the highest user engagement, while electronic music lagged behind in popularity.

A notable trend across all genres is that paid subscribers significantly outnumber unpaid users—by a ratio of two to one. Despite this, electronic music continues to see the lowest user activity. This suggests that expanding the electronic music catalog could help boost engagement and conversion rates within that genre.

## INSIGHT AND RECOMMENDATION

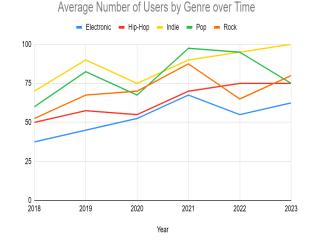
# **INSIGHT**

Between 2018 and 2023, the average number of users (ANU) grew across all genres on Fresh Beats.

Pop and indie followed a similar path—fluctuating early on, with indie gaining steady momentum from 2020 onward, while pop began to dip slightly in 2023. Rock and electronic both saw gradual growth peaking in 2021, followed by a sharp decline and a rebound in 2023. Rock, however, maintained higher popularity than electronic throughout.

Hip-hop held steady from 2018 to 2020, then climbed steadily to reach its peak ANU in 2023.

## Visual A



#### INSIGHT AND RECOMMENDATION

### **INSIGHTS**

Paid users are higher than unpaid users. However, 2021 was marked by a drastic increase of non-paid users.

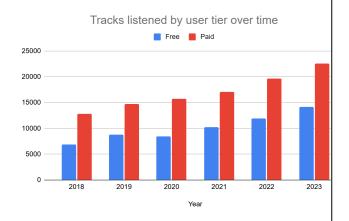
# **RECOMMENDATIONS**

Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.

Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.

Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.

## Visual B

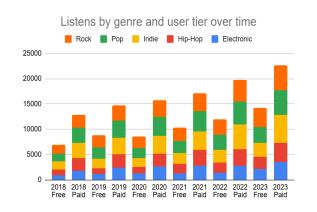


#### INSIGHT AND RECOMMENDATION

### **INSIGHT**

Paid users are twice as many as unpaid users in all genres.





# RECOMMENDATIONS

Indie is particularly popular with paid users, so focus promotions there.

Try promotions focused on rock that offer free trials to convert to paid users.

We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.

### CONCLUSION

We should increase our catalog of tracks in electronic and hip hop music. Solicit appropriate artists and offer deals (time-limited free promotion).

Product/marketing teams should try experiments to generate leads in alternative genres.

Rock is the key genre for free users-we should experiment and research further to see how it can be leveraged to convert them into paid users.